

Macworld

For immediate release

-- IDG's *Macworld* Honored with Five Awards From the ASBPE --
Magazine Named One of the Top Ten Magazines of the Year

SAN FRANCISCO, June 22, 2005—IDG's *Macworld*, the premier Macintosh magazine, has been named as a Top Ten Magazine of the Year Finalists in the 27th Annual Awards Competition of the American Society of Business Publication Editors (ASBPE). *Macworld* and Macworld.com were also honored with five awards at the national and regional levels. Three entries have received a prestigious National Award and two awards were given by the Western Regional chapter of the organization.

ASBPE's Annual Awards Competition recognizes the hard work and commitment of business and professional magazine, newsletter and Web editors and designers. With more than 2,600 entries, this year's competition was extremely competitive with twice the number of any other national business publication award contest for editorial and design excellence.

Selection as an ASBPE Magazine of the Year Finalist is based on five criteria: quality of writing, reporting and editing; value of usefulness to the reader; editorial organization; interaction with readers; and layout and design, "*Macworld's* editorial team works extremely hard to produce an exceptional publication," said Jason Snell, *Macworld's* Editorial Director. "It's nice to be recognized by our peers as one of the top ten magazines of the year, and it's a credit to everyone who works at *Macworld*."

In addition to the ASBPE acknowledgement as a Magazine of the Year Finalist, *Macworld* and Macworld.com received the following awards from the competition:

- Two Gold Award: For the National Design Excellence, Contents Page, *Macworld* – December 2004. For the Regional Editorial Excellence, News Analysis, “Activation Nation” – June 2004.
- Two National Silver Awards: For the National Web Awards, Original Web News Section, MacCentral: *Macworld's* News Service, For the National Editorial Excellence, How-To Article, “The Next Do-It-Yourself Mac” – August 2004,
- One Bronze Award: For Regional Editorial Excellence, News Analysis, “iTunes’ Birthday Music” – May 2004

About the ASBPE

For more than 20 years, the American Society of Business Publication Editors' Awards of Excellence have honored the hard work and commitment to excellence by trade publication editors and graphic designers. These prestigious awards bestow respect, heighten the thrill of accomplishment, build confidence, and help motivate staff.

About Mac Publishing LLC

Mac Publishing, LLC publishes the world's leading independent Macintosh publication and Web sites. Every month the award-winning *Macworld* magazine reaches 1.2 million Macintosh professionals and enthusiasts while the Mac Publishing Web presence garners an average of over 1.6 million unique visitors. The Mac Publishing sites include: Macworld.com, MacCentral.com, ProductFinder.com, PlaylistMag.com, MacOSXHints.com, and JavaWorld.com.

Headquartered in San Francisco, Mac Publishing, LLC is a subsidiary of International Data Group (IDG), the world's leading technology media, research, and event company.

More information on Mac Publishing, LLC and IDG can be found on the Internet at www.macworld.com and www.idg.com.

###

Media Contact:
Kasey Galang
(415) 243-3642
kgalang@macworld.com